

## **ECONOMIC DEVELOPMENT COMMITTEE**

**DATE:** December 17, 2008

**CALLED TO ORDER:** 5:33 p.m.

**ADJOURNED:** 6:14 p.m.

### **ATTENDANCE**

#### ATTENDING MEMBERS

Jeff Cardwell, Chair  
Jose Evans  
Barbara Malone  
Michael McQuillen  
Mary Moriarty Adams

#### ABSENT MEMBERS

Doris Minton-McNeill  
Kent Smith

### **AGENDA**

PROPOSAL NO. 530, 2008 - reappoints Patricia Chastain to the Indianapolis City Market Corporation Board of Directors  
"Do Pass" Vote: 5-0

PROPOSAL NO. 532, 2008 - reappoints Bradley Battin to the Indianapolis City Market Corporation Board of Directors  
"Postponed" until January 27, 2009 Vote: 5-0

Presentation on Indianapolis City Market – Jim Reilly, Executive Director  
Allan Zukerman, MZD Advertising

## **ECONOMIC DEVELOPMENT COMMITTEE**

The Economic Development Committee of the City-County Council met on Wednesday, December 17, 2008. Chair Jeff Cardwell called the meeting to order at 5:33 p.m. with the following members present: Jose Evans, Barbara Malone, Michael McQuillen, and Mary Moriarty Adams. Absent were Doris Minton-McNeill and Kent Smith.

PROPOSAL NO. 532, 2008 - reappoints Bradley Battin to the Indianapolis City Market Corporation Board of Directors

Chair Cardwell stated that Mr. Battin is unable to attend the meeting and he would entertain a motion to postpone this proposal.

Councillor Malone moved, seconded by Councillor Moriarty Adams, to "Postpone" Proposal No. 532, 2008 until January 27, 2009. The motion carried by a vote of 5-0.

PROPOSAL NO. 530, 2008 - reappoints Patricia Chastain to the Indianapolis City Market Corporation Board of Directors

Chair Cardwell opened by thanking Ms. Chastain for her service to the City of Indianapolis. He asked how the time had passed since Ms. Chastain was appointed to the board. Ms. Chastain stated that it has been busy and interesting. She said that she has enjoyed being on the board and anything that will help improve the City Market is well worth it. Ms. Chastain stated that the Market has hired a new director and is sure that he will do a good job.

Chair Cardwell asked how Ms. Chastain's attendance on the board has been. Ms. Chastain stated that she has attended a majority of the board meetings with only having missed a few. Chair Cardwell asked if Ms. Chastain foresees any problems with being able to attend board meetings in 2009. Ms. Chastain answered in the negative.

Councillor McQuillen moved, seconded by Councillor Evans, to send Proposal No. 530, 2008 to the full Council with a "Do Pass" recommendation. The motion carried by a vote of 5-0.

### Presentation on Indianapolis City Market

Jim Reilly, Executive Director

Stevi Stoesz, Marketing Director

Mr. Reilly stated that he was director of the City Market from 1994-2000. He said that he is excited to be back because the Market has been a passion of his for a number of years. Mr. Reilly stated that the Market is a phenomenal place and the potential is incredible. Mr. Reilly stated he is excited to have Ms. Stoesz back at the Market. He said that she served as the marketing director from 1994-2001.

Chair Cardwell asked Mr. Reilly to give a brief history of the City Market. Mr. Reilly stated that the City Market was built in 1886 and was formerly Tomlinson Hall. He said that the Market is one of five existing Markets in the United States that is being used for its original purpose. Mr. Reilly said that the City grew around the Market. Ms. Stoesz stated that as marketing director, one of her proudest moments was reestablishing the original Farmer's Market. She said that she is looking forward to continuing that legacy with something just as grand. Mr. Reilly stated that the City Market has signed a contract with MZD Marketing to help move the Market forward. He said that they can not do it alone. They need the help of the board of directors, the foundation board, the City and volunteers. Chair Cardwell asked how volunteers could get in touch with someone to volunteer. Mr. Reilly stated that persons can contact Ms. Stoesz via the website at [www.indycm.com](http://www.indycm.com) or at phone number 317.634.9266.

Councillor McQuillen stated that there has been some confusion on the hours of operation in the past and wondered what kind of hours the Market is looking for the vendors to carry. Mr. Reilly stated that ideally, the Market would be open to at least 5:00 p.m. He said that the reality is that business drops off at 3:00 p.m. He said that these vendors are family-owned and he can not make them stay open and fail. He said that there has to be the correct tenant mix and activities that will draw people in. Mr. Reilly stated that Saturday hours are also a problem. He said that there needs to be events that bring traffic down to the Market. Mr. Reilly stated that he has envisioned the Market open on Saturdays from 8:00 a.m. to 3:00 p.m. Ms. Stoesz stated that it is their responsibility to ensure the success of the vendors and looking at ways to increase that business day.

Councillor Malone asked what the value of the contract with MZD Advertising is. Mr. Reilly stated that it is \$1,000 per month for one year. Councillor Malone asked is the contract renewable after one year. Mr. Reilly stated that is renewed if both parties agree and there is no automatic extension. Councillor Malone asked if the contract is running through 2010. Mr. Reilly stated that the contract goes through December, 2009.

Councillor Evans asked how will the expansion of the Convention Center and hosting the upcoming Super Bowl in 2012 play a part in the development of the City Market. Mr. Reilly stated that part of the planning is to make the Market building itself a unique venue for events. He said that they are going to start marketing the Market as a unique venue.

Chair Cardwell asked if the Market has the opportunity to rent space. Mr. Reilly answered in the affirmative, stating that a family can come in and start a business for a small fee. He said that several vendors go on to larger success. Chair Cardwell asked if there was space to rent out for special events. Mr. Reilly stated that the entire second floor is available to rent. Ms. Stoesz stated that the Market has held everything from private weddings to corporate events at the Market.

Presentation on Indianapolis City Market  
Allan Zukerman, MZD Advertising

Mr. Zukerman stated that MZD Advertising began as Ruben Advertising in 1950. He said that years later, MZD merged with another agency to become one of the largest advertising agencies in Indianapolis. Mr. Zukerman stated that MZD is organized into several departments, including; account services, creative, media and public relations. He said that additional divisions were added to include: multicultural, interactive, food service and menu development. Mr. Zukerman stated that MZD's mission is to strive to be an advertising agency of the highest quality and integrity by creating bold initiatives, strategic thinking and breakthrough brand building for clients. Mr. Zukerman distributed and discussed a Marketing Proposal for the City Market, which is attached as Exhibit A. Some of those items discussed are:

- Establish City Market as a multi-dimensional food destination by offering food related events, such as cooking classes, workshops and demonstrations
- Explore the viability of a full-service restaurant in the catacombs
- Test consumer convenience product delivery methods, such as deliveries, drive-up windows and take-home dinners
- Develop a plan to recruit a diverse mix of knowledgeable volunteers.
- Develop a comprehensive fundraising plan
- Execute a measurable annual marketing plan for customer generation.
- Incorporate the arts into the City Market experience
- Conduct a marketing and promotional campaign that will increase attendance at the Farmer's Market

Mr. Zukerman went on to explain the Overall Marketing strategy for the Market:

- Develop a marketing plan each year in September for the following year and present it to the Board for approval.
- Establish events that are long-term and traditional
  - Spring Festival
  - Summer Concert Series
  - Fall Food Festival
  - City Market's 30 Days of Christmas

Mr. Zukerman stated that the Market needs to take advantage of the events that are already happening downtown and bring those people to the City Market. He gave some ideas of where the Market can benefit from downtown events:

- Become an official Indianapolis 500 Festival venue
- Create Indianapolis Indians and Indiana Pacers events
- Establish events that bring audiences to the Market
  - Private parties
  - Live music evenings and weekends

- Morning show with rotating Chefs
- Establish Market as Tourism Center of Indianapolis and a Welcome Center
- Establish City Market as a transportation hub
  - Horse carriage rides
  - Bicycle tours
  - Downtown walking tour
- Promote City Market as family-friendly with events for kids and families
- Create a City Market mascot whose name is "Indy"

Mr. Zukerman stated that every month the Market wants to create an event to tie in with what is going on in the City. Some of those ideas are:

- January 2009 – Super Bowl at the Market
- February 2009 – Valentine's Market
- March and April 2009 – Spring Festival

Mr. Zukerman stated that the Market has some ideas that they are looking into. He said that on May 7, 2009, the National Day of Prayer will be held at the Market. He said that there will be gospel and Christian music and a prayer breakfast.

Mr. Zukerman stated that MZD's compensation is \$1,000 monthly retainer and 20% of all sponsorships, advertising and event proceeds. He said that a great idea would be to allow MZD to sell signing opportunities, to include multi-year sale of the City Market name, for example, "The Coca-Cola City Market". He said that would be a great way to bring in funds for the Market.

Councillor Malone asked if MZD is actively seeking certain vendors and restaurants to come to the Market that might enhance and help with the planning. Mr. Zukerman answered in the affirmative.

Councillor Malone asked what the physical shape of the catacombs is. Mr. Reilly stated that the catacombs are 20,000 square feet of vaulted brick arch. He said that the catacomb is the basement of the old Tomlinson Hall. He said that it is a unique place and has so much potential.

There being no further business, and upon motion duly made, the meeting adjourned at 6:14 p.m.

Respectfully Submitted,

JC/lw

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Jeff Cardwell, Chair

BETTER ADVERTISING THROUGH CHEMISTRY

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C H E M  
  
S T R Y

## Agency Overview

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**MZD**

## MZD's History

- MZD Advertising began as Ruben Advertising in 1950, when Gary Ruben, an artist, and Elmar Ruben, a businessman, built the agency from scratch with signature accounts of Arvin Industries and American Red Ball.
- In 1965, the agency name was changed to Ruben Montgomery Advertising, reflecting the addition of Robert L. Montgomery, a Butler University Professor and political consultant. In 1971, a group of employees purchased the agency.



## **MZD's History (cont.)**

- Ten years later, merged the agency with another Indianapolis advertising firm. Later, the agency again changed its name, this time to MZD, reflecting the ownership of Robert Montgomery, Allan Zukerman and Harry Davis.
- In the past several years, Montgomery and Davis have retired. MZD Advertising, LLC is organized into several departments, including account services, creative, media and public relations. Additional divisions include MZD Multicultural, MZD Interactive and MZD Food Service and Menu Development





BETTER ADVERTISING THROUGH CHEMISTRY

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## **MZD's Mission**

We strive to be an advertising agency of the highest quality and integrity by creating bold initiatives, strategic thinking and breakthrough brand-building for our clients.

We also become an integral part of our client's team to generate a formula for success to meet our client's long-term goals.

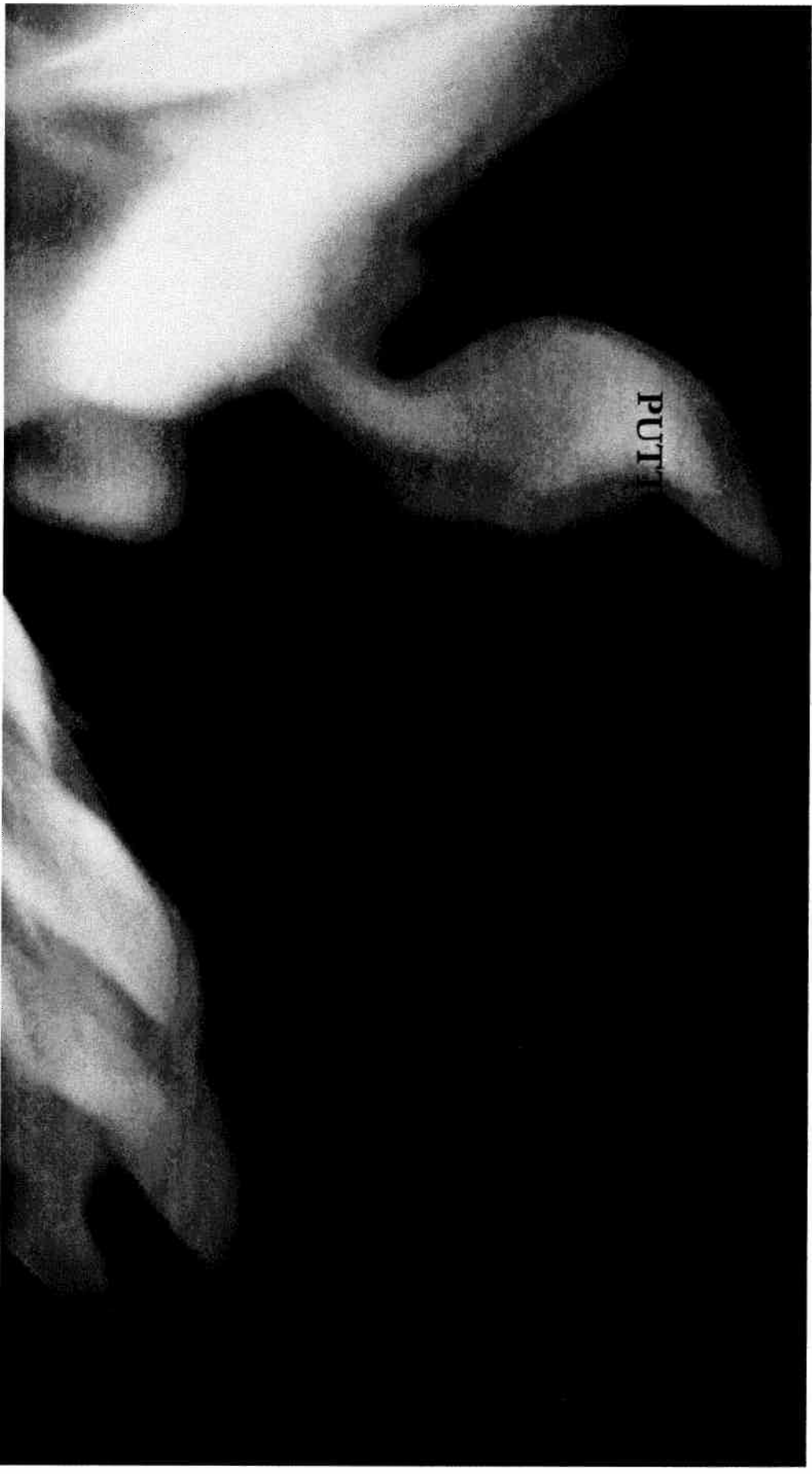


## MZD's Components

- Strategic Planning
- Research
- Creative Development
- Public Relations
- Media Planning and Placement
- Interactive Marketing
- Multi-Cultural Marketing
- Event Marketing



BETTER ADVERTISING THROUGH CHEMISTRY



**MZD**

## Some Notable Clients

Aercon (Autoclaved Aerated Concrete)	Indy Racing League
American Health & Wellness	Interactive Motorsports
Boston Scientific	Kirsh and Kirsh - Indiana Adoption Lawyers
Citizens Health Center	LocalJobsDirect.com
Coca-Cola	Miller Pipeline Corp.
DMG World Media	N.K. Hurst Company
(Indianapolis and Dayton Home Shows)	Orange County Convention & Visitors Bureau
Eiteljorg Museum	O'Reilly Raceway Park at Indianapolis
FinishMaster	Papa John's Pizza
Fuzion Food Group	Penn Station East Coast Subs
IEI Financial Services	Ritter's Frozen Custard
Flanner and Buchanan Funeral Centers	The Law Offices of Buddy Yosha
Girl Scouts of Central Indiana	United Way
Indiana Association of Realtors	University of Indianapolis
Indianapolis Star	Westfield Steel
Indiana State Fair	Wheaton Van Lines
Indiana Tobacco Prevention and Cessation ( <a href="http://www.WhiteLies.tv">www.WhiteLies.tv</a> )	YMCA
Indiana University	
Indy Jazz Fest	



# BETTER ADVERTISING THROUGH CHEMISTRY



**WZD**

## MZD Interactive

### *“Creating Uncommon Communications”*

Built on strategy and driven by innovation, MZD's newest division has been designed to super-serve our clients through a full array of Internet, non-traditional and emerging media services. Our core capabilities in technology-based communications include:

- Web Site Strategy, Design, Content Maintenance
- Strategic Online Networking, Blogging, Podcasting
- E-newsletter, Loyalty Programs, E-mail Campaign Execution
- Mobile Marketing, Targeted Voice Mail and Text Messaging
- Multi-media Digital Production (video, audio, Flash, etc.)





Marketing Proposal  
for the historic  
Indianapolis City Market

MZD Advertising  
December 17th, 2008

SO FRESH  
5 SENSES  
JUST WON'T BE ENOUGH







SO FRESH  
5 SENSES  
JUST WON'T BE ENOUGH

## MZD Inc.

- *MZD Advertising* – full-service marketing and PR firm
- *VizulMedia* - selling advertising & sponsorships
- *MZD Interactive* - new media reaching younger demographics
- *MZD Event Marketing* - management, marketing & promotion
- *MZD Multicultural* - marketing to African-American & Hispanic audiences







## MZD Multicultural

Our Mission: to provide expert knowledge and direction in presenting and engaging your brand interactively to various cultures.

Our core capabilities include, but are not limited to:

- Cultural research and focus groups
- Cultural marketing consultation
- Street & guerilla marketing
- Spanish translation
- Multicultural media placement
- Multicultural event marketing (the way to reach diverse cultures)
- Development of new revenue streams utilizing multicultural marketing tactics
- Celebrity & Athlete procurement
- Multicultural Creative





SO FRESH,  
5 SENSES  
JUST WON'T BE ENOUGH

We are proposing this partnership between MZD Inc. and the Indianapolis City Market in order to help fulfill the following marketing and communication strategies.





SO FRESH,  
**5** SENSES  
JUST WON'T BE ENOUGH

## MZD will help implement these Strategies:

- Establish City Market as a multi-dimensional food destination by offering food related events, such as cooking classes, workshops and demonstrations, food industry networking opportunities, collaborative food activities with area organizations, etc.
- Explore the viability of a full-service restaurant in the catacombs.
- Test consumer convenience product delivery methods, such as deliveries, drive-up windows and take-home dinners.







SO FRESH  
5 SENSES  
JUST WON'T BE ENOUGH

## MZD will help implement these Strategies:

- Develop a plan to recruit a diverse mix of knowledgeable volunteers who are committed to the mission of the organization.
- Continue to build partnerships and strategic alliances with neighborhood, downtown, business, agricultural, educational, historic preservation, arts and cultural organizations with common objectives.





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5 SENSES  
JUST WON'T BE ENOUGH

## MZD will help implement these Strategies:

- Develop a comprehensive fundraising plan.
- Conduct a communications initiative to position the City Market as a valued investment for giving to prospective donors.
- Develop and execute a measurable annual marketing plan for customer generation.







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5 SENSES  
JUST WON'T BE ENOUGH

## MZD will help implement these Strategies:

- Conduct a perception survey of City Market for baseline information.
- Develop a communications plan based on survey results to communicate the message points of this goal to the public, key government officials and potential funding entities.
- Incorporate the arts into the City Market experience.
- Acquire a performance stage for Whistler Plaza to provide for outdoor public events that add cultural value to Indianapolis.
- Develop experiences and traditions that create customer loyalty to City Market.





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5 SENSES  
JUST WON'T BE ENOUGH

## MZD will help implement these Strategies:

- Conduct a marketing and promotional campaign that will increase attendance at the Farmers' Market.
- Conduct a consumer awareness campaign and events that educate consumers about the benefits of fresh food products.







## Overall Marketing

- Develop a marketing plan each year in September for the next year and present it to the Board for approval.
- Establish events that are long-term and traditional, i.e. the Spring Festival, Summer Concert Series, Fall Food Festival, the City Market's 30 Days of Christmas and After Glow, an event connected to the lighting of the world's largest Christmas tree on Monument Circle.







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5 SENSES  
JUST WON'T BE ENOUGH

## Overall Marketing

- Establish events that take advantage of downtown activities, i.e. pre-game Colts tailgate parties, after-game events, 500 Festival Parade and other 500 Festival activities.
- Become an official 500 Festival venue.
- Create Indianapolis Indians and Indiana Pacers events.
- Establish events that bring audiences to the City Market, i.e. private parties, special entertainment, live music weekends/evenings, a morning show with rotating Chefs at the City Market Cooking Station, with potential local TV partnerships.





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5 SENSES  
JUST WON'T BE ENOUGH

## Overall Marketing

- Establish City Market as the Tourism Center of Indianapolis and a Welcome Center to include potential Chamber of Commerce involvement, maps, event calendars, things to do while in Indy.
- The Tourism Center would include:
- Indianapolis Store of History/Museum
  - "Hoosier-Made" Retail Store
  - Indianapolis Motor Speedway Gift Store
  - Bass Photo Store (historic photos of Indianapolis)







## Overall Marketing

- Create a City Market internal TV network with flat screens throughout the market, featuring City Market vendors, Indianapolis news. We will sell advertising on our network.
- Establish City Market as a transportation hub, i.e. horse carriage rides, special "London" bus, bicycle tours, downtown Indy walking tours.
- Promote City Market as family-friendly, with special events for kids and families, in conjunction with the Children's Museum.
- Create a City Market mascot whose name is "Indy".





SO FRESH,  
5 SENSES  
JUST WON'T BE ENOUGH

## 2009 Events

January

February

March

April

Super Bowl at the Market	The Valentine Market	Spring Festival	Spring Festival
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May

June

July

August

The Indy 500 Celebration	Summer Concert Series	Summer Concert Series	Summer Concert Series
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September

October

November

December

Fall Food Festival	Halloween Event	Thanksgiving at the Market	30 Days of Christmas
		30 Days of Christmas	After Glow at the Market

